ONIE PROJECT

PROYECTO ONIE

Oklahoma Nutrition Information & Education Project
Programa de Información Nutricional y Educación de Oklahoma

Presented by: ONIE Project Team

@onieproject
@proyectoonie

Meet the Team



- **Meredith Scott-Kaliki, MS, CHES** - Principal Investigator
- **Stephanie DeBerry, MS, RDN, LDN** - Project Manager
- **Anna Restuccia, MA** - Hispanic Outreach Coordinator
- **Abbey Owens, MPH** - Operations Coordinator
- **Andrew McCracken, BA** - Communications Coordinator
- **Erin Eckart, MPH -** Evaluation Coordinator
- **Martha Williams, MA, RDN, LDN** - Nutrition Coordinator
- **Marissa Gregurek, MA, RDN, LDN** - Project Dietitian
- **4 - Graduate Research Assistants** *(Public Health & Nutritional Sciences)*
- **Professor Neil Hann, MPH, CHES**- Faculty Mentor
- **Dr. Norman Hord, MPH, RD -** Nutritional Sciences
- **Brian Dela Cruz , MS, RDN, LDN** - Nutritional Sciences

Multidisciplinary Experts

- Dietitians
- Marketing
- Communications
- Behavioral Sciences
- Graphic Design
- Epidemiology

ONIE PROJECT

ONIE Project
Proyecto ONIE

Mission

The ONIE Project promotes healthy living through innovative & creative strategies for communities, families & individuals

Overview

- Applied use of social marketing principles
- Promote nutrition through direct education and indirect behavior promotion
- Produce nutrition education materials for the ONIE Project and community based organizations
- Increase food access through farmers markets and local food access points
- Promote physical activity through interpersonal interventions
- **Aim:** Make healthy easy
- **Audience:** Oklahomans with limited financial resources - > 185% Federal Poverty Level (FPL)
- **Languages**: English & Spanish

ONIE PROJECT

Multi-Component Social Marketing Strategy

Weekly Blogs

Recipe Cards

Live Social Media Videos



1-Minute Cooking Videos

Google Search & Banner Ads

Onieproject.org Recipe Finder

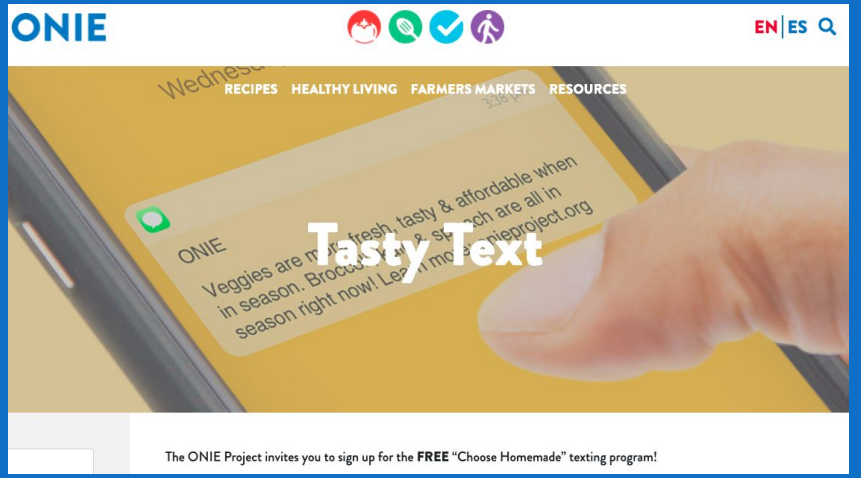
Choose Homemade Calendar

Weekly text messages

Social Media Ads

ONIE PROJECT

TastyText


ONIE
EN | ES
RECIPES HEALTHY LIVING FARMERS MARKETS RESOURCES
ONIE
Tasty Text
The ONIE Project invites you to sign up for the FREE "Choose Homemade" texting program!


ONIE
EN | ES
RECETAS VIDA SANA MERCADOS RECURSOS
ONIE
Tasty Text
El Proyecto ONIE te invita a participar en un programa de mensajes de texto GRATIS llamado "Cocina Saludable"

2020
Pilot Program

FEED THE CHILDREN

SimpleTexting

qualtrics XM

SAFE CHALLENGED MID-DEL SCHOOLS READY!

TastyText

Tasty Text



Actual Product: Texts disseminating ONIE resources (recipes and blogs)

Behavior change: Increase vegetable consumption at dinnertime meals

2020 Pilot Program Strategy: TastyText

- 10-week bilingual texting intervention *#TastyText*
- Spanish & English
- 1 - 2 texts a week

Evaluation:

- Pre- and post-intervention survey (*#TastyTex*t (n=202); *#Ready2Read* (n=142))
- The number of days dinner was prepared at home **increased** among 45.2% of *#TastyText* respondents
- The number of days vegetables were served at dinner **increased** among 48.4% of *#TastyText* respondents
- The number of days that vegetables were served as part of the evening meals significantly **increased** among the intervention group (p=.03), but no significant change was observed among the comparison group (p=0.78)

Task	Content EN	Content SP	Framework
+ **November 2019**			
+ **December 2019**			
+ **January 2020**			
+ **February 2020**			
+ **March 2020**			
− **April 2020**			
− **March 30-April 3**	National Vitamin C Day (4th)		
SMS 1	Tomorrow is National Vitamin C Day! Explore the different fruits and vegetables that are filled with Vitamin C such as broccoli, tomatoes, spinach, pineapple & many others.	¡Mañana es el día nacional de la vitamina C! Explore diferentes frutas y verduras llenas de vitamina C, como el brócoli, los tomates, las espinacas, y la piña.	ST1
SMS 2	Mid-week hydration check! How much water have you had today? Keep a reusable water bottle with you so you always have water on hand.	¡Control de hidratación a mitad de semana! ¿Cuánta agua ha tenido hoy? Mantenga una botella de agua reusable para que siempre tenga agua a mano.	ST1
SMS 3	What was your longest walk this week? Push yourself! See if you can go 5 minutes longer today!	¿Cuál fue su caminata más larga esta semana? ¡Empújese! ¡Mire si puede caminar 5 minutos más hoy!	MT1

Sent

New

Filters

Ckn broc shells Sep 28
ChooseHomemade: Chicken Broccoli Shells & Cheese makes eating green easy...

sp ckn bro shells Sep 28
CocinaSaludable: La pasta con pollo, brócoli y queso hace que comer vegetales...

LGLM - September 27 Sep 27
#LawtonMoving 5K is this weekend at Elmer Thomas Park! Remember to drink p...

LGLM - September 24 Sep 24
Reminder! Registration is now open for the Let's Get Lawton Moving 5K Walk/Run...

MWCM - September 21 Sep 21
Registration for the MWC Moving 5K is OPEN! Register here for more FREE famil...

Kids eat green

SimpleTexting

Sent on Sep 30, 4:00 PM

Recipients

Choose Homemade

Message info

SMS Message

ChooseHomemade: Looking for new ways to serve green veggies? Try adding small pieces of broccoli to pasta sauce. Click for more ideas: https://txt.so/sample

Performance

Overview

Success rate	Opt-out rate	Total sent	Credits used
97%	0%	437	437

Detailed report

Tasty Text



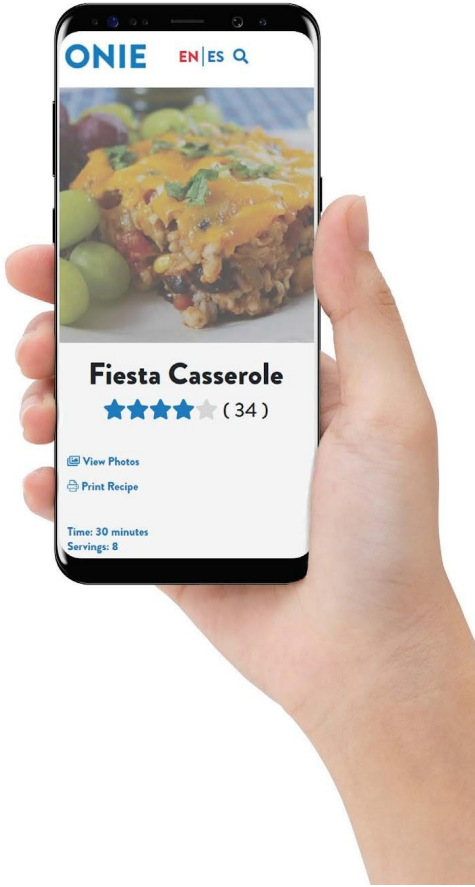
The ONIE Project keeps busy families in mind every step of the way when creating our unique recipes.

Our promise is that ONIE recipes are:

- Quick, tasty & healthy
- Easy to prepare & require minimal cleanup
- Made using common ingredients
- Taste-tested & chosen by Oklahoma families
- Certified healthy by ONIE registered dietitians
- Developed using the MyPlate food groups

ONIE PROJECT

Making Healthy Easy



TASTYTEXT

FEED THE CHILDREN

CHOOSE HOME MADE ©TASTY TEXT

A **FREE** texting program that promotes healthy living. You will have an opportunity to sign up to receive two text messages a week for 10 weeks with cooking tips & healthy recipe ideas to cook at home with your families. Each shared recipe can be made in 30 minutes or less!

1. **Attend your child's parent- teacher conference, where you will be given a ticket to fill out by your child's teacher.**



2. **On 2/6 or 2/11, take your completed ticket to the ONIE table located at the entry way of your child's school.**



3. **Your ticket will grant you a FREE grocery bag that includes ingredients to make ONIE's Fiesta Casserole & a colander.**



4. **Tasting of the Fiesta Casserole will be available to all during the cooking demonstration held at the school.**



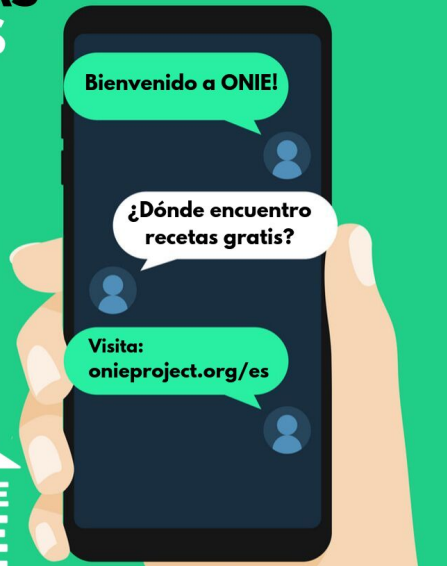
Limit one grocery bag per family*

This institution is an equal opportunity provider

MID-DEL SCHOOLS

ONIE PROJECT.ORG

SUSCRÍBETE PARA RECIBIR RECETAS GRATIS

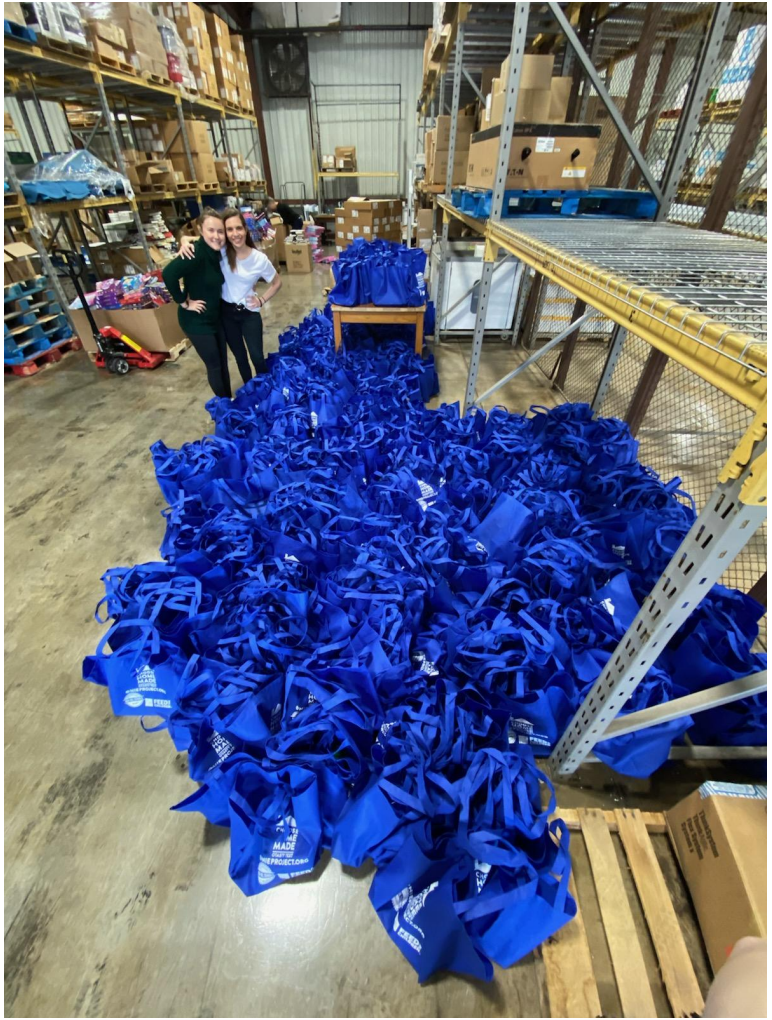


CHOOSE HOME MADE

ONIEproject.org

FEED THE CHILDREN®






SAFE · CHALLENGED
MID-DEL SCHOOLS
READY!
DIARY of a Wimpy Kid
Pete the Cat
Choose Homemade
PROYECTO ONE
Una Vida Sana Más Fácil

Bilingual Promo Video



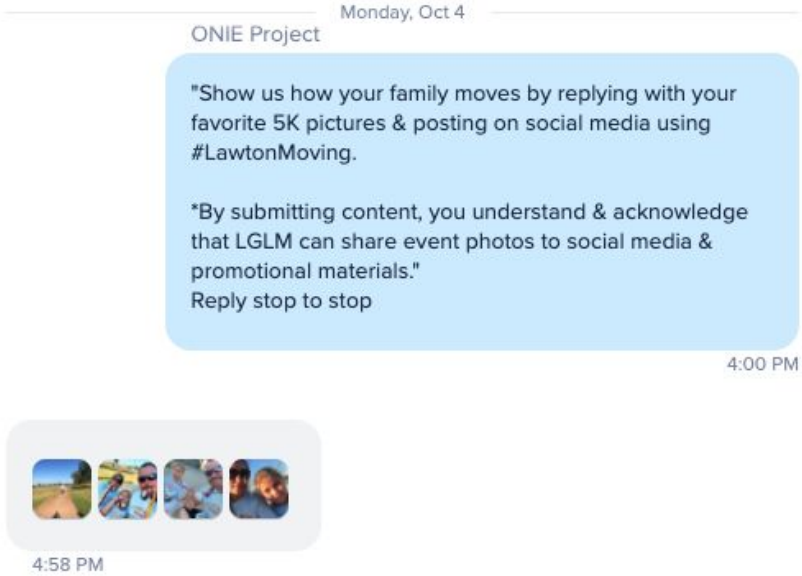


TastyText Program TODAY!

Monthly promotion: organic & paid ads

TastyText allows us to:

- Send reminders about events & easy healthy living habits to SNAP- recipients.
- Have a two-ways communication with participants, answer questions, send them more information & share links.
- Send weekly polls to increase engagement.



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